



ethically sourced, sustainable products
 100% ORGANIC PRODUCE
Co-opportunity Market since 1974
 community owned & operated

2024 ENDS REPORT

A message from our Chief Executive Officer

Cindy Chikahisa

We have much to be grateful for in our 50th year of business as Los Angeles' only food cooperative. Today's economic environment makes operating in California challenging. Yet, the Co-op continues to serve as your community market.

In 2024 we made the bittersweet decision to close the Culver City store. Since opening in 2017, the location failed to produce a profit, despite the committed and hardworking team. Upon announcing the closure, the Culver City team rallied together to sell through and pack up everything in the store. On April 12th, we locked the doors and bid farewell.

Luckily, many Culver City employees transferred to the Santa Monica store. We made room for every employee that wanted to transfer over. To absorb the extra labor costs, the entire team understood that their 40 hours would go to 38 hours, and everyone supported this change. Within a few weeks, the full-time staff returned to 40 hours. The two teams have blended into an amazing group, and this talented



workforce is pushing sales to a new level. I am grateful to the staff for the teamwork and spirit displayed through the Culver City transition. On our cover page of this report, I hope you recognize some smiling faces of our team. These wonderful humans make the Co-op the special place that it is.

Whether you shop once a month or three times a day, we are grateful that you come to visit, chit-chat with our team, and pick up your favorite items. Some of you even bake us cookies or buy extra treats for the staff! I appreciate the support you showed when we made the tough decision to close Culver City. And to those of you that switched back to shopping in Santa Monica, we thank you so much! There are plenty of places to buy your groceries, and we love that you choose to support us—the little community market where every item purchased makes a difference to our team, our vendors, and our Co-op.

As we move through this year ahead, our team will continue to improve operations to make the Co-op the best shopping experience for you. We appreciate your support but mostly we love how you make us feel that we are a part of your community.

With deep respect and gratitude to the Co-op team, our vendors, and our Owners,

- Cindy

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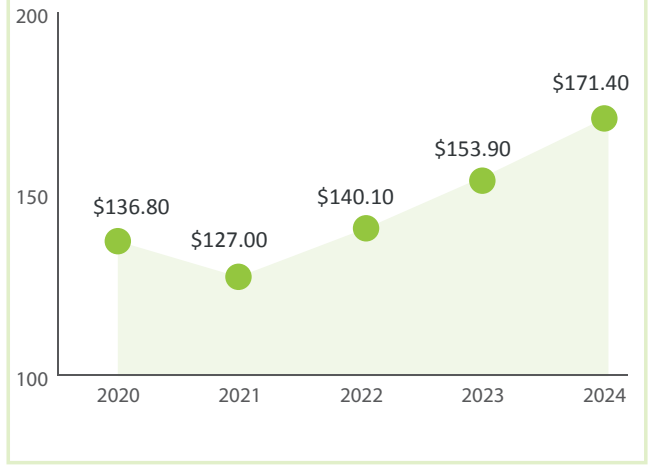
Annual Sales

\$23,339,131
total sales in 2024

2023	\$24,960,414
2022	\$26,311,920
2021	\$28,834,320
2020	\$31,571,626

Sales Per Labor Hour

\$171.40
in 2024



Total Customer Count

564,254 
in 2024

638,085 in 2023

646,641 in 2022

612,879 in 2021

815,770 in 2020



Total New Owners

553 
in 2024

745 in 2023


586 in 2022

995 in 2021

1699 in 2020



Total Instacart Sales

\$1,115,720 
in 2024

\$ 1,163,191 in 2023

\$ 1,372,573 in 2022

\$ 2,225,955 in 2021

\$ 1,987,130 in 2020

Performance | SALES BY DEPARTMENT

Grocery
44.35%

(packaged goods, refrigerated goods, frozen items, dairy, beer and wine)

Meat & Seafood
5.68%

Cheese
2.26%

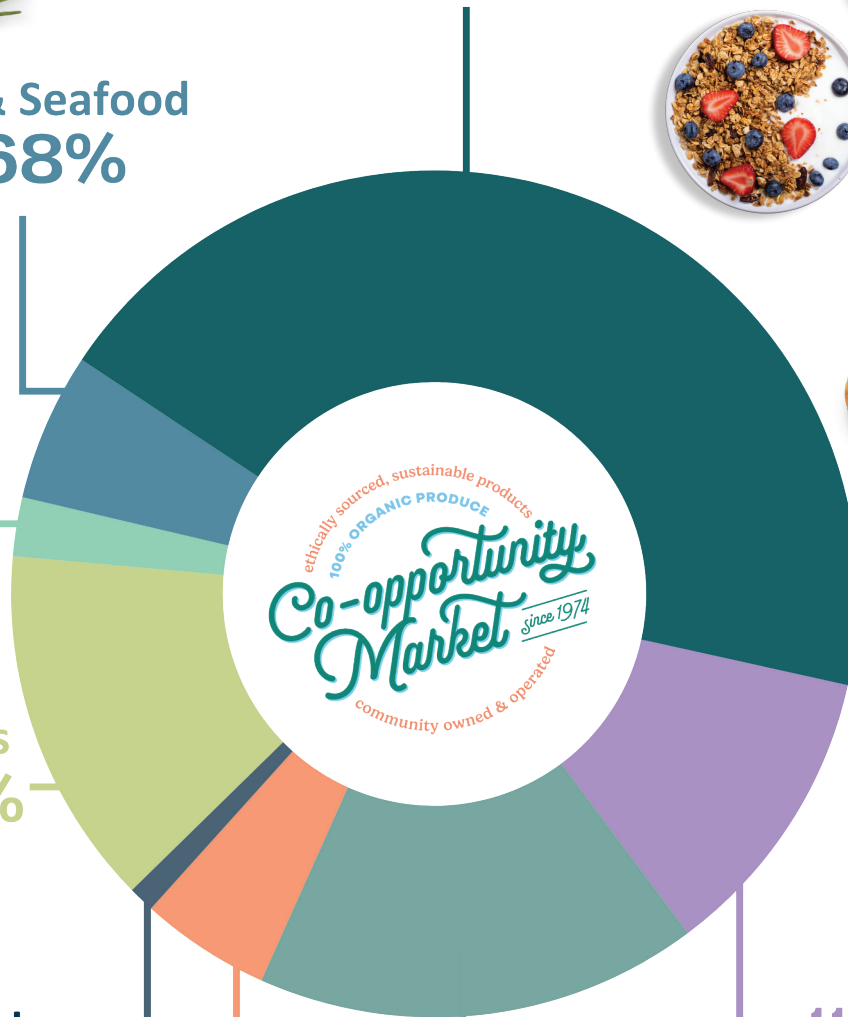
Wellness
13.82%

General Merchandise
0.67%

Bulk
5.20%

Produce
16.65%

Deli
11.38%





In 2024, we expanded our new products with:

- ✓ 520 New Organic Products
- ✓ 130 New Local Products
- ✓ 420 New Gluten-Free Products
- ✓ 333 New Vegan Products
- ✓ 327 New Non-GMO Products

Local Vendor Feature



1. Medighee

Los Angeles, CA

Inspired by his training in Ayurvedic Medicine, Will Jackson created Medighee. Medighee is the only herbal ghee company to blend organic and wild-crafted herbs, superfoods, spices, and medicinal mushrooms from the world's various healing traditions with the cleanest ghee made from well-treated grass-fed cows.



2. Healing Movement

Sun Valley, CA

Healing Movement, bought by food entrepreneur Aria Starus in 2012, is a line of raw, cultured, and probiotic rich products. Their raw cultured vegetables and coconut water kefir contain beneficial microorganisms to help re-establish your inner ecosystem.

Products | ITEMS AND VENDORS



3. Organically Kismet

Los Angeles, CA

Specializing in Full Spectrum Sea Moss, Organically Kismet is a Health and Wellness company committed to bringing functional, whole food products to the masses in a way that is attainable and easy to consume. This three-generation, woman-owned BIPOC company was founded by Cita Salazar, alongside her mother, Marcella, and her daughter, Avionna.



4. Michelle's Naturally

Tustin, CA

After growing up in Guyana, South America, Michelle's Naturally Founder, Michelle, moved to California at the age of 20 where her father owned a vegan baking company. After a brief modeling career, Michelle started her own company making vegan cookies with dairy-free, egg-free, and low-glycemic ingredients.



5. The Real Cereal Company

Los Angeles, CA

Finding a cereal without all the added junk is nearly an impossible task. As cereal lovers, The Real Cereal Company team decided to do something about that. They took the classic cereals everyone loves and took them back to basics, starting with quality organic, non-GMO ingredients for all to enjoy.

Owners

We take pride in being a community-owned market, where the very people who own this thriving consumer cooperative are the ones shopping in the store. Each Owner invests equal dollars to assure they have a grocery store they can trust to supply them with the highest quality organic and local foods around.



11,817
Total Active Owners

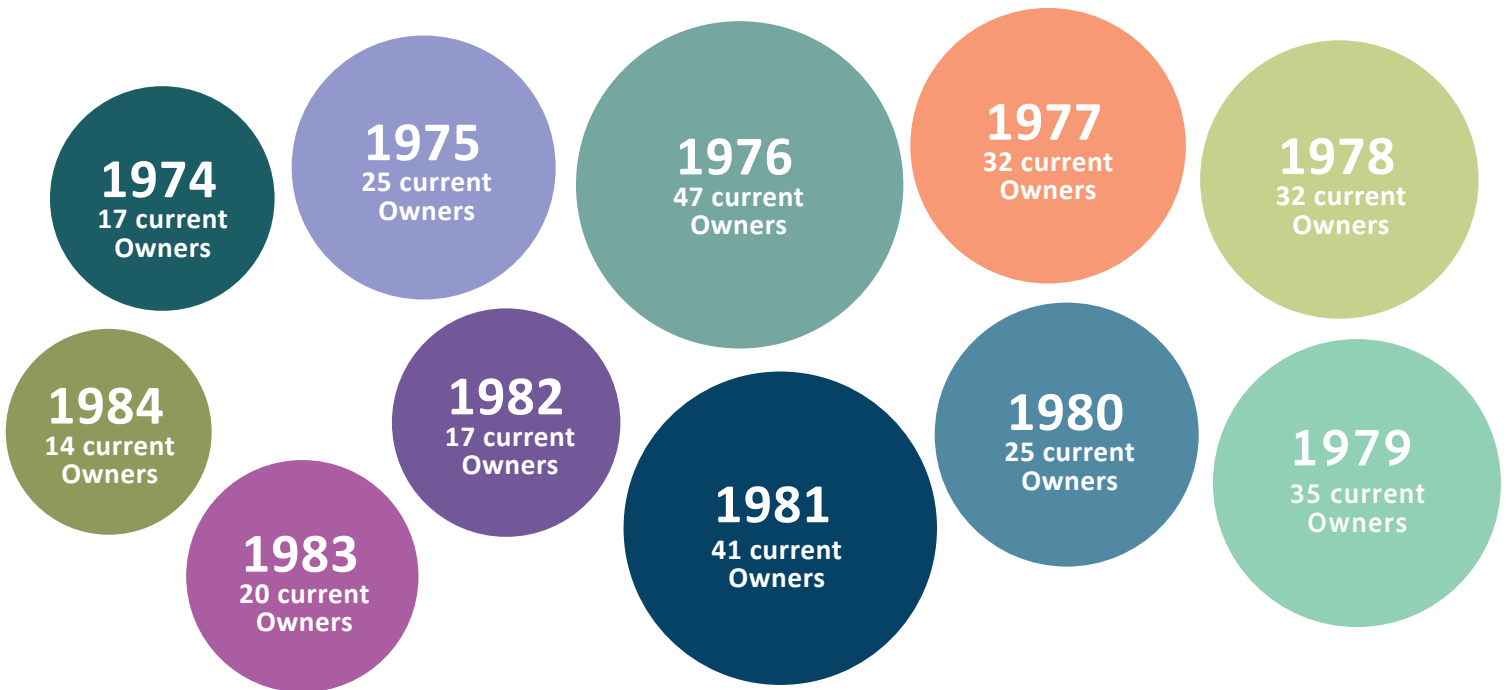
\$596,089
Total Owner Discounts

41.80%
Fully invested Owners

22.39%
of employees are Owners

Celebrating 40+ Year Owners

As we celebrate our 50th anniversary this year, we want to say a special thank you to our longtime Owners. Through triumphs and challenges, we're honored to have Owners who have been a part of the Co-op community for over 40 years.



Partners | OWNERS AND COMMUNITY



Thank you to our customers for driving change with change...

Our Round Up at the Register raised **\$11,282.60**



\$1,536.91

Meals on Wheels
Culver Palms



\$1536.90

Meals on Wheels
West



\$1,773.93

YMCA of Metro
Los Angeles



\$1,194.73

Santa Monica
Animal Shelter Foundation

The Co-op supported these local organizations with gift cards, party platters, and snack donations in 2024.

- ✿ Beit T'Shuvah Residential Treatment and Prevention Center
- ✿ CVSA Commission on Voluntary Service and Action
- ✿ Castle Heights Elementary
- ✿ Exchange Club of Culver City
- ✿ Hamilton High School
- ✿ Pandion Music Foundation
- ✿ McKinley Elementary School
- ✿ Palisades Baseball Team
- ✿ Santa Monica High School
- ✿ Wags and Walks



Together we donated **52,139** pounds of food to local programs, reducing food waste, diverting from our landfills, and helping our neighbors.

People | CO-OP STAFF

Our core

Our staff is undeniably the beating heart of our business, as their dedication, expertise, and commitment form the foundation upon which the Co-op thrives and succeeds. Without their collective efforts, our organization's goals and customer satisfaction would remain unattainable.

24.62%
of long tenure
employees (+10 years)

95.16%
of full-time employees are
eligible for health benefits

Leadership

Our organizational success is driven by leaders with a broad range of perspectives and innovative solutions.

50%
Women

75%
BIPOC

75%
Multilingual



Diversity

We strive to reflect the diversity of our community in our organization.

33.87%
Women

96.77%
BIPOC

72.58%
Hispanic

77.41%
Multilingual

